

MAY 2024, v1.2.

# SOCIAL MEDIA GUIDELINES

THRIVE

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# About THRIVE Social Media

**The THRIVE Project aims to encourage thrivability by sharing stories and facts that inspire and engage our audiences.**
Unlike sustainability, it is more than preserving things as they are. Thrivability is about *changing how we act* for a better future.

To this end, we strive to post at least 2-3 times a week on all our channels.

We post on these sites, using the following accounts:

**LinkedIn: The Thrive Project.**

**Facebook: ThrivabilityMatters.**

**Instagram: ThrivabilityMatters.**

**Twitter: thrivability_m.**

**Reddit: r/thrivability.**

**YouTube: Thrivability Matters.**

## Providing access

All of the above accounts can be accessed through login details, except Facebook, which can only be accessed through a linked Facebook account - if you need login details, ask the #it-support Slack channel for them by copying and pasting the below into the channel.

> Hi #it-support,
>
> I require access to our *(name of social media platform)* account, so that I may create posts as part of the #social-media team.
>
> Access type: Write, Edit (posts)
>
> Account: (Your THRIVE Email address)
>
> Endorsed by*: (ask someone in the #social-media channel to endorse before you post, if not, write: Needs endorsement.)*

If you need access to the Facebook account, ask someone in the #social-media Slack channel.

## Our Brand Voice

All our posts aim to encourage action by being *knowledgeable, but accessible*.
What does this mean? We will break it down:

**Knowledgeable:** Show how our words are true and *driven by scientific truth*. We are more than an advocacy group; evidence guides what we say.

**Accessible:** We want to speak on their level. Don't use scientific language just because you can. We want everyone to understand what we are saying, and *empower them to act*.

To this end, all our posts aim to *teach, inform or entertain.*
Users should take something meaningful away from every post. For instance, what would draw you in?

We create content focusing on each of the United Nations' Sustainable Development Goals (SDGs).
Your content should relate to the current month's theme.
Each month, we highlight different goals, as follows:

| Month | SDG Theme | Focus/Resolve |
|---|---|---|
| **January** | SDG 4 & 8 - Quality Education, Decent Work & Economic Growth | Discoveries |
| **February** | SDG 12 - Responsible Consumption & Production | Sustainable Business Models |
| **March** | SDG 3 - Good Health & Well-Being | Sustainability Metrics |
| **April** | SDG 13 - Climate Action | Mitigation and Adaptation |
| **May** | SDG 5 & 10 - Gender Equality & Reduced Inequalities | Sharing and Solidarity Economy |
| **June** | SDG 6 - Clean Water & Sanitation | The Biosphere |
| **July** | SDG 9 - Industry, Innovation & Infrastructure | Sustainable Living |
| **August** | SDG 9 - Industry, Innovation & Infrastructure | The Anthropocene |
| **September** | SDG 11 - Sustainable Cities & Communities | Globalisation |
| **October** | SDG 1 & 2 - No Poverty & Zero Hunger | Innovative Policies |
| **November** | SDG 7 - Energy | Science & Technology |
| **December** | SDG 16 & 17 - Peace, Justice & Strong Institutions, and Partnerships for Goals | Sustainable Policies |

## Social Media Roles

**Popular social media channels depend on people working together.**

Make sure everyone can contribute, and knows what they need to do to make their posts and channels successful. To this end, a list of people and their roles are below. You can find people for these roles in the #social-media Slack channel.
If you are stuck, refer to this table:

| Who? | What they do: | How often? |
|---|---|---|
| **@coordinator** | • Oversee all social media content.<br>• Form plans on what to post.<br>• Build relationships with like-minded organisations and social media channels.<br>• Form partnerships to promote their content in return for them promoting ours.<br>• Assist others if needed. | As needed. |
| **@postmakers (at least 1 copywriter or social media marketer per site)** | Each site has their own team. They:<br>• Create engaging social media posts for their channel based on social media plans and channel requirements.<br>• Discuss what to post if no plans exist.<br>• Interact with their channels' audience as The THRIVE Project.<br>• Work with @graphics to make posts with images. | At least 2-3 times per week. |
| **@analytics (multiple)** | • Extract follower and post engagement data to find out post effectiveness.<br>• Make data clear and accessible for others, such as potential partners. | Weekly. |
| **@graphics (multiple)** | • Work with @postmakers to create graphics for each post.<br>• Create graphics within each channel's different requirements in Canva. | Every time a @postmaker makes a post. |

# Posting Overview

**Each social media channel has different audiences and needs.**

Therefore, to succeed, we must adapt our content for each channel. This includes changing image sizes, content, and how we write descriptions. More details are in the table below:

| | **LinkedIn** | **Facebook** | **Instagram** | **Twitter** | **Reddit** | **YouTube** |
|---|---|---|---|---|---|---|
| **What to post** | A wide range of content. | A wide range of content. | A wide range of content (as long as there is an image / video) | Short text and image posts. Can post anything with TwitLonger. | Posts and articles that start discussion, or lighthearted memes. | Videos and live streams. |
| **Character limits** | 3000 characters (standard post) N/A (article) | N/A | 2200 characters. | 280 characters. (Use Twitlonger for longer posts) | N/A (300 characters for image posts) | N/A |
| **Recommended picture sizes (width x height)** | 1200 x 627<br><br>(for LinkedIn articles, use 1280 x 720 image. Do not use this for other platforms). | Use LinkedIn's picture size. | Up to 6 images (1080 x 1080 each) | 1200 x 627 | **Cannot post pictures** (unless an image-only post). | Thumbnail: 1920 x 1080. Video: 1280 x 720 or 1920 x 1080. |
| **Our posts should** | Be analytical and factual. | Be informative and/or entertaining. | Be light-hearted and to the point. | Capture attention immediately. | Motivate discussion. | Be videos. Informative and/or entertaining. |
| **How to post** | Post on site.<br><br>Only first 3 lines are visible until users click the post, place most important content first. | Use Meta Business Suite. Ask #social-media team on Slack for access.. | Use Meta Business Suite. Ask #social-media team on Slack for access. | Post on site. | Post on site. | Post on site. |

## Post Template:

We suggest you follow the template below:

**[Headline:** What is the most important thing, in 1 sentence?]

-

**[Explain:** Give context for the above headline, and expand on information in images and headline. What do you want viewers to know?
Outside Instagram, state each point, expand on them with information and facts, then link back to your headline]

-

**[Call to action:** What do you want viewers to do next?
This could encourage people to visit your link, register for your event, or even ask the audience a question. Give any times in *GMT + 10*]

*An example:* Tap the link in bio to learn more about [post topic]🔗

**#strive2thrive #THRIVEProject #ThrivabilityMatters #forathrivablefuture #SDG[X] #[nameofSDG] (Up to 4 new hashtags about your topic)**

**Example post:**
🌵🌳🌲 WORLD ENVIRONMENT DAY 🐋🍄🐟

Our #Earth is home to around 400 unique ecosystems, with the main types being freshwater, marine, forests, grassland, and desert. Just to name a few.

Each ecosystem relies on the other, directly and indirectly. Some more than others - with its health relying on the living organisms within. However, species are going extinct exponentially faster than natural - losing around 150 species per day.

However, we CAN make a difference. Change begins with us.

Tap the link in bio for more information on how you can get involved with us at THRIVE. 🔗 How will YOU make a difference today?

Just remember: Perfection isn't the key to thrivability - it's consistency.

#strive2thrive #THRIVEProject #thrivabilitymatters #forathrivablefuture #SDG6 #environment #stopextinction #worldenvironmentday #actionnow

# Social Media Planning

To plan our social media posts, we use this plan.

To use this plan effectively, **@coordinator** should do the following:

1. Organise regular meetings (think every week) with Social Media staff (including **@postmakers, @graphics and @analytics**) to discuss what to post. Each platform favours different content, but the following is suitable for all the platforms:
    - **THRIVE Blog posts:** Look for blog posts and pull out the most important information, or use blog writers' responses from the Content Creation form).
    - **Quotes**: We have a list of quotes here. Check to see if we've used a quote before posting it.
      Once you use a quote, *mark it off with the yellow highlighter tool.*
    - **Infographics:** Statistics and facts on a topic arranged in an engaging way. @graphics should work together with researchers from our #research Slack channel to make these.
    - **Sharing posts from other thrivability and sustainability organisations/individuals:** Some examples of these are in this Google Sheet.
    - **Event promotion posts:** See the 'Social Media" section in this guide.
    - **Posts about commemorative days:** The UN has created several commemorative days that aim to bring attention to various issues, such as National Bird Day on Jan. 5th.
    - Make sure all our channels have at least **2-3 posts each week**. Each platform should have its own team (with postmakers, graphics and analytics people) to post on each channel (and engage with audiences).
      However, for events and blog posts, you may have someone create posts on all platforms for them.
2. Refer to the platform sections below for details on how to post for all platforms.

# LinkedIn

- **What to post:** Anything.
- **Character limits:** 3000 characters (standard post), N/A (article)
- **Picture sizes:** 1200 x 627 (standard post), 1280 x 720 (article)
- **Posts should be:** Analytical and factual.
- **Post with:** Directly on site.

Our LinkedIn page is **The THRIVE Project**.
LinkedIn is mainly aimed at academics and professionals. Therefore posts should be more analytical and professional. This means that we should place more emphasis on our facts, rather than hashtags and emojis.

Good content for LinkedIn tends to be longer-form posts and analytical pieces, however we can also use the platform to promote events, recruitment opportunities, and our existing content.
**Some examples include:**

- Long-form analytical articles.
- Inspirational quotes (We have a list of quotes here. Check to see if we've used a quote before posting it. Once you use a quote, *mark it off with the yellow highlighter tool.*).
- Discussion posts about issues, events, or sustainability-related news stories.
- Recruitment posts.
- Hints and tips on how to be more thrivable in everyday life.
- Links to THRIVE Blogs (Look for blog posts and pull out the most important information, or use responses from this form).
- Event promotion posts, such as for the webinar (see the 'Social Media" section under this guide).
- Shoutout posts (showing other organisations or individuals that promote sustainable practices and/or products)
- Sharing posts from other thrivability and sustainability organisations.
- Videos from our YouTube page.

If you have any other ideas, discuss with the social media team through Slack before making the post.

## How should we post to LinkedIn?

We post directly on site.
There are two types of posts, standard posts, and articles.

Unlike standard posts, articles have no word limits, and can have multiple links, making them more suitable for longform content such as discussion posts and analytical articles. However, articles cannot be scheduled for later.

We will break down how to make these below:

## Making a standard post:

1. Check this Google Sheet to see what posts are planned for this week. If you are assigned to an existing post, skip to Step #3.

2. If not assigned to a post (and there are less than 3 posts this week) pick a day that has no posts. Consider what to place here from the list in the top of the LinkedIn section above.
   Do not post the same type of content 2 or more times in a row.

3. Write your post. Consider:
   - What is the post about?
   - Why should readers pay attention? How will it engage/inspire/excite them?
   - What are the most important points you wish to say?
   - What do you want people to do?
     You may also ask readers an open-ended question to drive engagement, such as: How do you reduce electricity use in your household?

   Use the Post Template section to guide your points.

4. The **first 3 lines** of your post will be the first thing users see. Make sure they have the most important information, and encourage people to read more. For example:



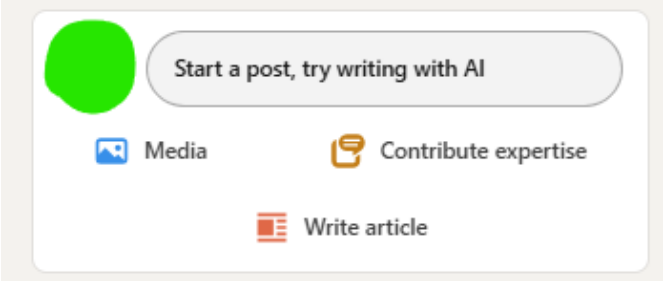

5. **Use Canva to create a graphic** of your content.
   To do this, follow the Branding Guidelines here.

For LinkedIn posts, go to Create a Design> Custom Size> Type 1200 under width, and 627 under height>Create New Design.

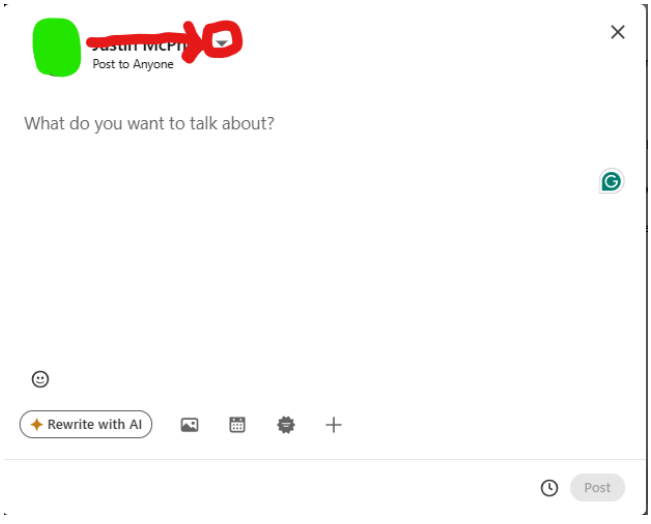
Show the most important part of the content here, this changes depending on your content:

- **Inspirational quotes:** Show the quote and who said it.
- **Memes:** Show the meme.
- **Links to THRIVE Blogs / Videos / Anything else of interest:** Show 2-3 important points, and a link to the post.
- **Discussion/tip posts**: Show the issue/event/tip you are discussing.
- **Shoutout posts:** Show what the other organisation/individual is doing.
- **Sharing other organisations' posts:** Summarise the other post's content and show the most important thing about it.
- **Event promotion posts:** Photos and names of speakers (if any), name of event, event theme (if there is one), date and time of event, how to register, and a call to action encouraging people to do so.
- **Recruitment posts:** Information about the role, reasons why viewers should join THRIVE, and a call to action encouraging people to apply.

6. Once you have a post and image, post them on our LinkedIn.
   You may show your post to the #social-media Slack channel if you think it needs improvements before you submit.

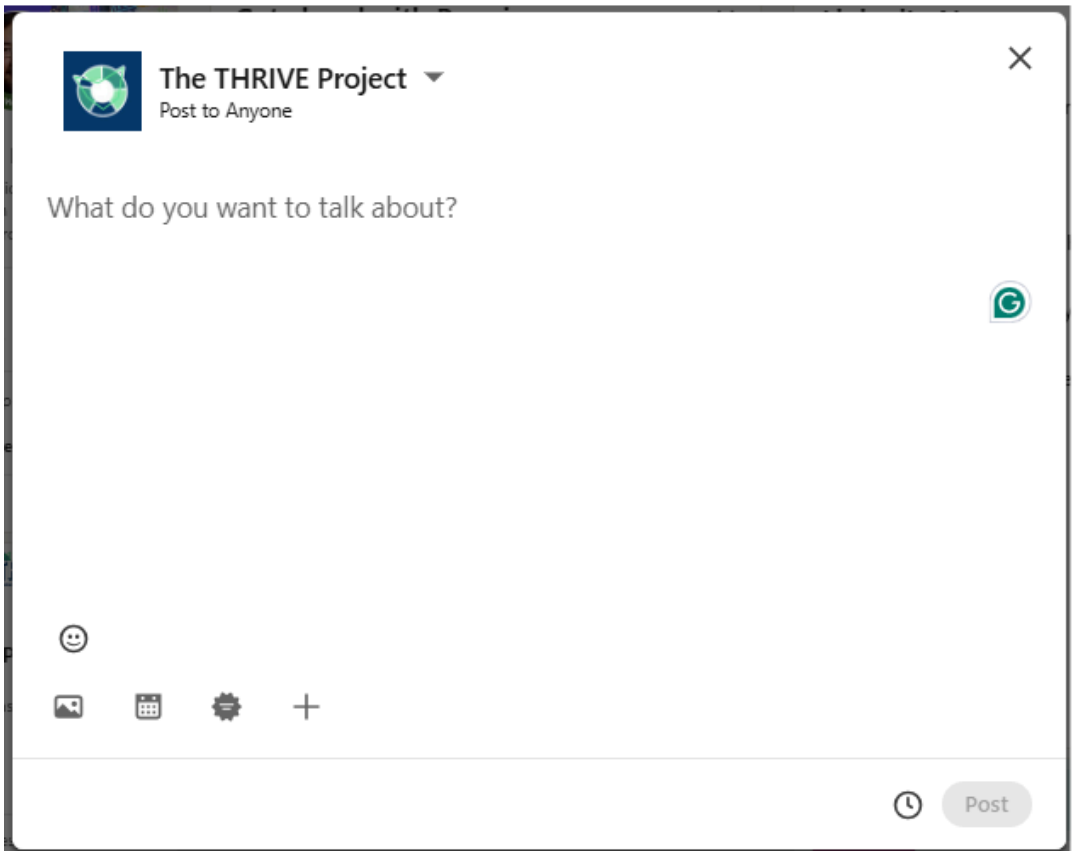



- From the LinkedIn home page, click the "Start a post" button in the centre - it should look similar to the image on your left.




- A popup will appear. Click the triangle next to your name. A menu will appear.
- Click your name again, then select "The THRIVE Project" from the list that appears.
- This will allow you to post as The THRIVE Project. Click "Done" at the bottom-right of the popup to save changes (otherwise you will be posting as yourself).

- If The THRIVE Project account does not appear, ask the #it-support Slack channel for LinkedIn credentials.




- A window will appear where you can write down your post. Copy (Press CTRL and C) from where you wrote the source, and paste (Press CTRL and V) it here.
- If an image is provided, add this by dragging the image into the popup.
- Click the clock symbol at the bottom-right of the popup to schedule it for later. Change the date and time of the post to the time stated in the social media plan, or the next day if no date/time is assigned.
- Once you're happy with the post, click the "Schedule" button at the bottom-right of the popup. If it says "Post", clicking it will cause whatever you write to appear on our page immediately.

## Checklist:

When you schedule your LinkedIn posts, check to see if:

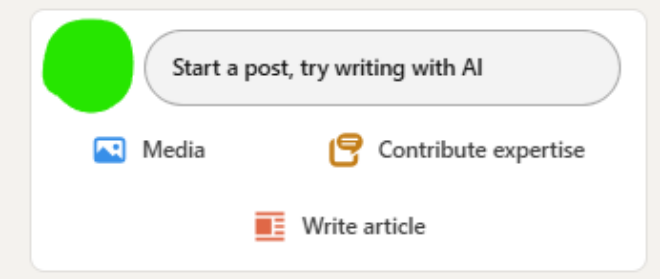
- ☐ You have an image (posts with images draw more readers).

- ☐ If no image is provided, ask someone in #social-media or #multimedia to create one. Or you may use a stock image from this site (these do not need to be attributed): https://www.pexels.com/
- ☐ Your image is 1200 x 627 pixels in size. Crop the image in an image editing program if it's not.
- ☐ The image visually represents your content.
- ☐ The image has all relevant information.

- ☐ The post is clear and concise.
- ☐ **The first 3 lines** have the most important information.
- ☐ The post gives readers a reason to read it.
- ☐ You have a call to action that encourages viewers to do something.
- ☐ Hashtags relate to your post, or to THRIVE.
- ☐ There are no spelling or grammar mistakes.

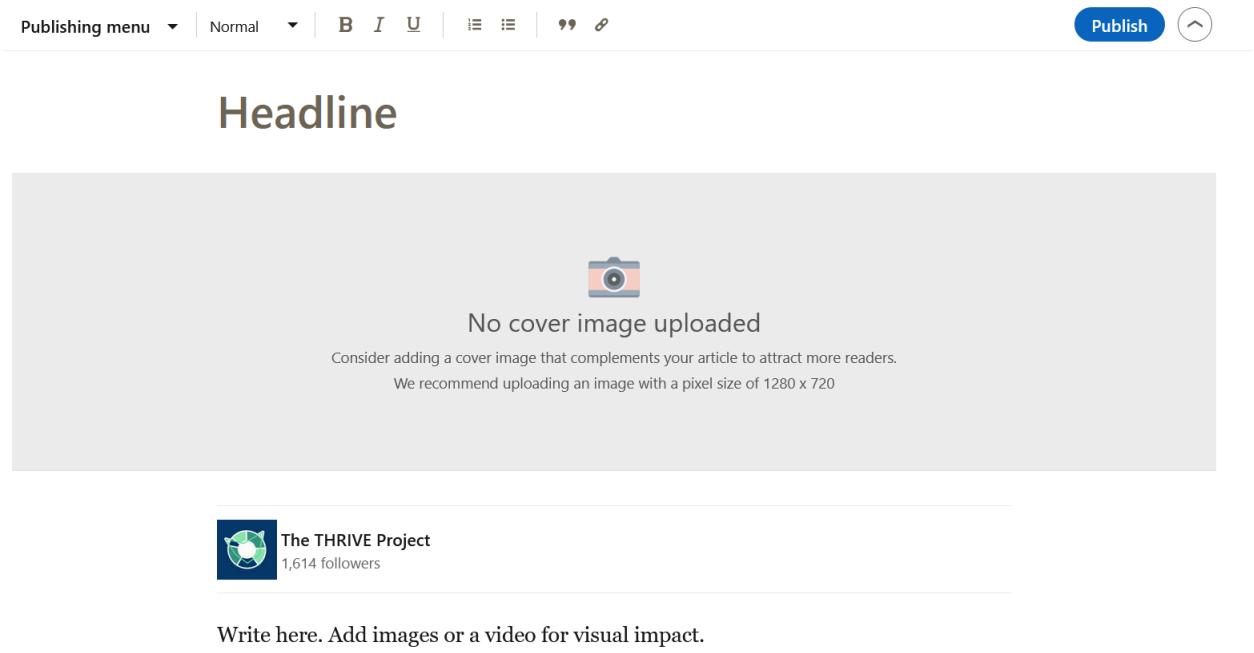
## Making an article:

1. Follow steps 1-3 under "Making a Standard Post" above.
2. Log onto LinkedIn directly. If you lack access, ask the #social-media channel on the THRIVE Slack.
3. Go to The THRIVE Project page. You should see a section that looks like this:



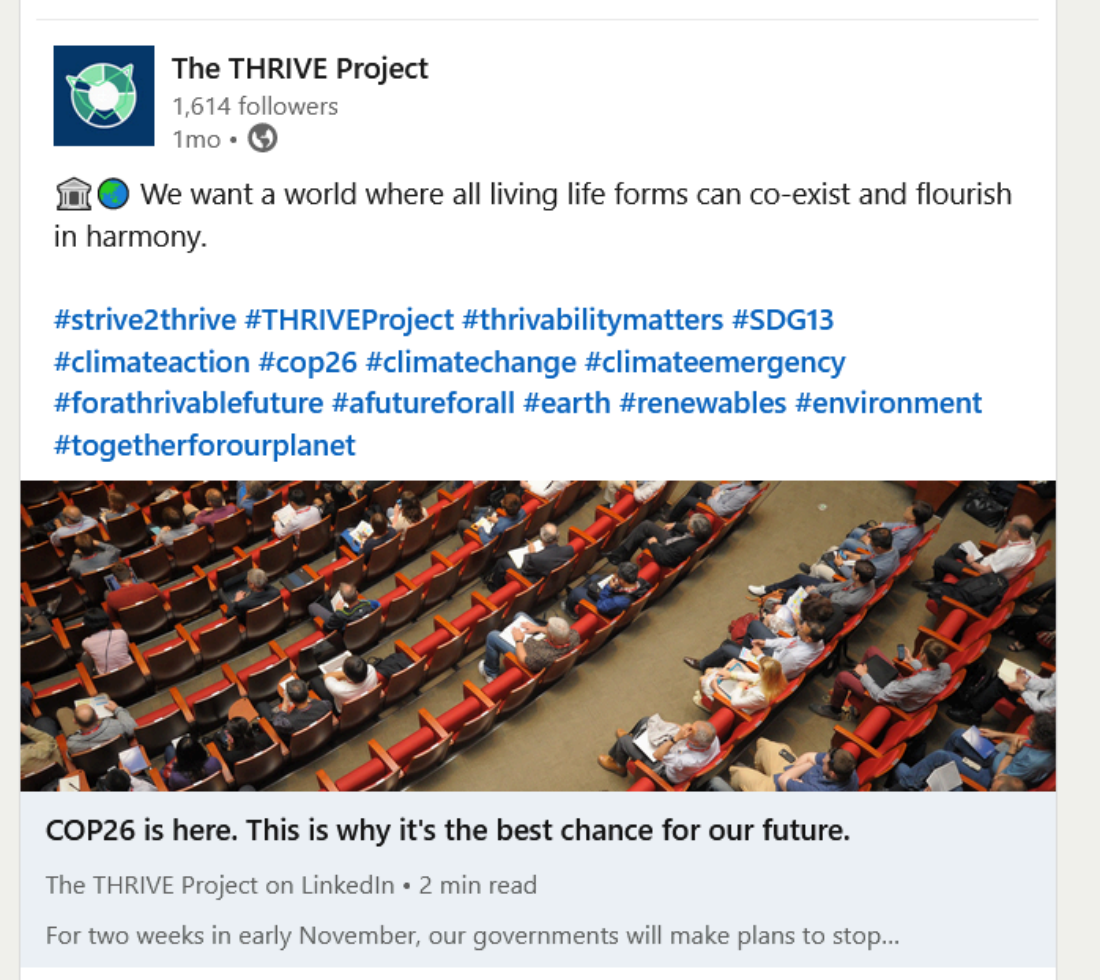

   Click the "Write article" button.

4. If done correctly, you should see the below screen.




Copy your article (Press CTRL and C) from where you wrote it, and paste (Press CTRL and V) it where it says “write here”.

5. Add a headline. This should be 1-2 sentences that summarises the article.
6. Add a cover image. This should be a decorative image that shows the topic of the article. Look for images on stock image sites such as pexels.com or pixabay.com.
7. The **headline, cover image, and first paragraph** of your article will be the first thing readers see. Make sure they explain the topic and encourage people to read more. For example, an article post will look like this:




8. Make sure your post meets the below checklist, then:
    - Copy your article.
    - Click “Publish” in the top-right corner of the webpage..

## Checklist:

When you schedule your LinkedIn articles, check to see if:

- ☐ You have an image (posts with images draw more readers)..
- ☐ Your image is 1280 x 720 pixels in size.
- ☐ The image relates to your content.

- ☐ The post is clear and concise.
- ☐ The headline gives readers a reason to read it.
- ☐ You have a call to action that encourages viewers to do something.
- ☐ Hashtags relate to your post, or to THRIVE.
- ☐ There are no spelling or grammar mistakes.

## Driving engagement on LinkedIn:

Success on LinkedIn depends on people engaging with and sharing your posts. As a site aimed at professionals and academics, your posts need to be thought-provoking rather than lighthearted.

To this end, aim to post consistently, and engage with followers through liking and commenting on their posts to share your expertise.

**You should also:**

- Reply to comments on your posts.
- Promote other organisations (and they will be more likely to return the favour).
- Invite sustainability experts to contribute to a post. Start discussions with others.
- Ask questions in the posts (that relate to them)

You can find further tips on this site:
https://www.searchenginejournal.com/how-to-create-high-engagement-linkedin-posts/271719/

# Facebook

- **What to post:** Anything.
- **Character limits:** N/A
- **Picture sizes:** 1200 x 627
- **Posts should be:** Informative and entertaining.
- **Post with:** Buffer.

Our Facebook page is **ThrivabilityMatters**.
Facebook is similar to LinkedIn, though aimed at a general audience.This means you can post a wide range of content. This includes not only everything listed in the LinkedIn section above, but also live streams.

- Live streams allow us to talk directly to our audience, such as through Q&A sessions or interviews with experts. We can also use these to share behind the scenes at events, offices, or work processes if desired.
- You will need to make posts several days in advance to let people know, or people won't arrive. We recommend making posts a week in advance (plus further posts 3 days, and 1 day before).
- This requires streaming software such as OBS.
- Instructions are available here: https://docs.google.com/document/d/1knfxJTfMgHU0gakFyW7ryVo0DEDlsI8IGF-cNS1H6FE
- Further details on how to run and promote live streams are available here: https://www.facebook.com/business/help/626637251511853

## How should we post to Facebook?

1. Check this Google Sheet to see what posts are planned for this week. If you are assigned to an existing post, skip to Step #3.

2. If not assigned to a post (and there are less than 3 posts this week) pick a day that has no posts. Consider what to place here from the list in the top of the LinkedIn section above.
   Do not post the same type of content 2 or more times in a row.

3. Write your post. Consider:
   - What is the post about?
   - Why should readers pay attention? How will it engage/inspire/excite them?
   - What are the most important points you wish to say?
   - What do you want people to do?
     You may also ask readers an open-ended question to drive engagement, such as: How do you reduce electricity use in your household?

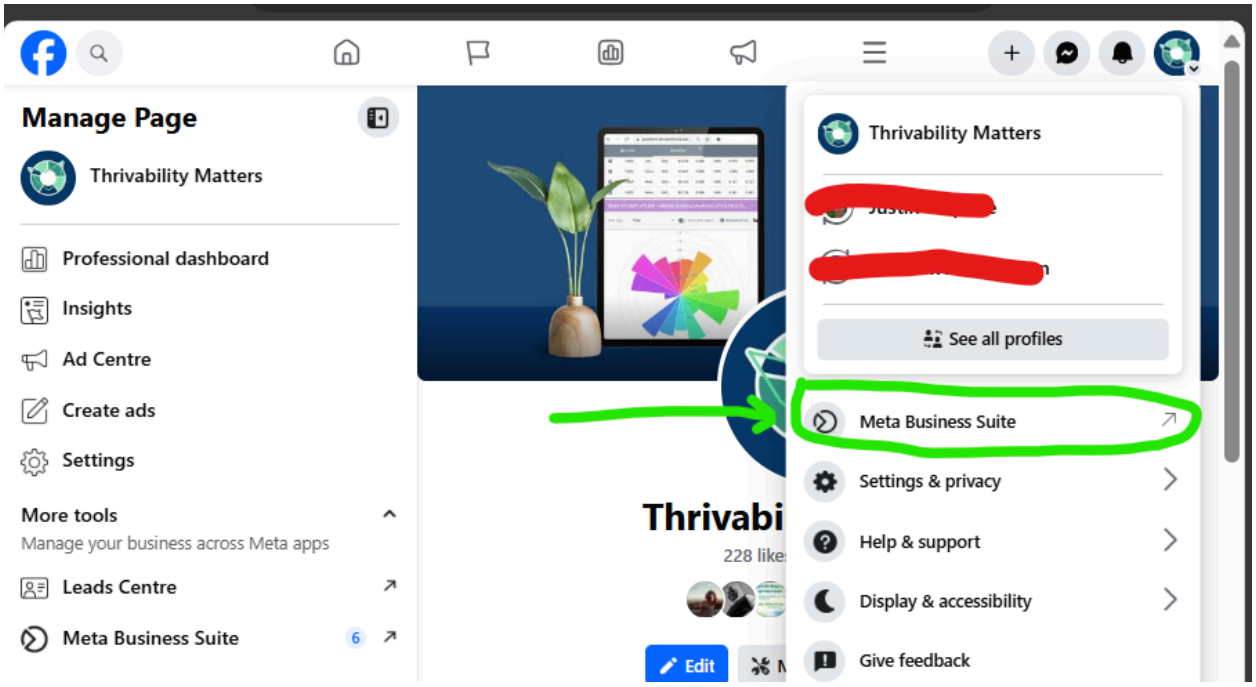
   Use the Post Template section to guide your points.

4. **Use Canva to create a graphic** of your content.
   To do this, follow the Branding Guidelines here.

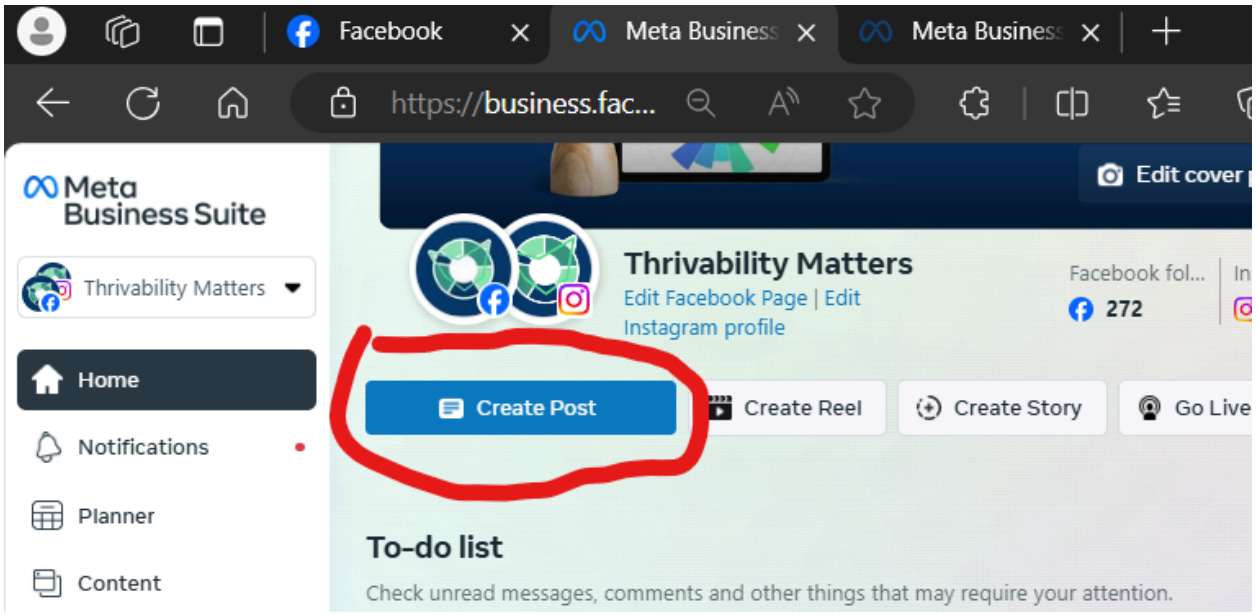
   For LinkedIn posts, go to Create a Design> Custom Size> Type 1200 under width, and 627 under height>Create New Design.

   Show the most important part of the content here, this changes depending on your content:

- **Inspirational quotes:** Show the quote and who said it.
- **Memes:** Show the meme.
- **Links to THRIVE Blogs / Videos / Anything else of interest:** Show 2-3 important points, and a link to the post.
- **Discussion/tip posts**: Show the issue/event/tip you are discussing.
- **Shoutout posts:** Show what the other organisation/individual is doing.
- **Sharing other organisations' posts:** Summarise the other post's content and show the most important thing about it.
- **Event promotion posts:** Photos and names of speakers (if any), name of event, event theme (if there is one), date and time of event, how to register, and a call to action encouraging people to do so.
- **Recruitment posts:** Information about the role, reasons why viewers should join THRIVE, and a call to action encouraging people to apply.



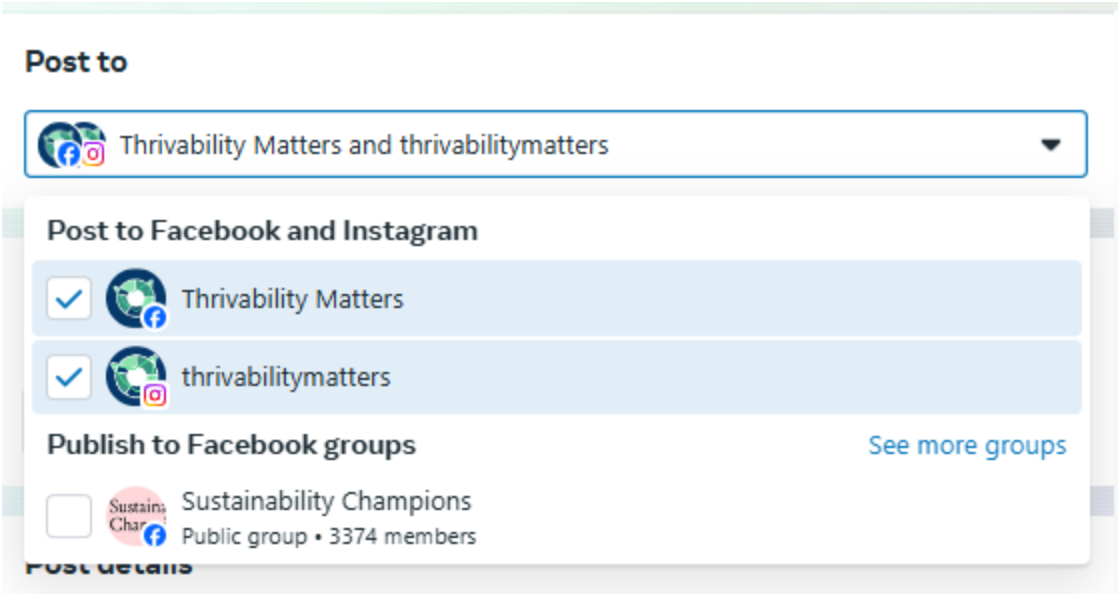

5. Log into the Thrivability Matters Facebook page.
   From here, open the top-right menu, and click "Meta Business Suite".



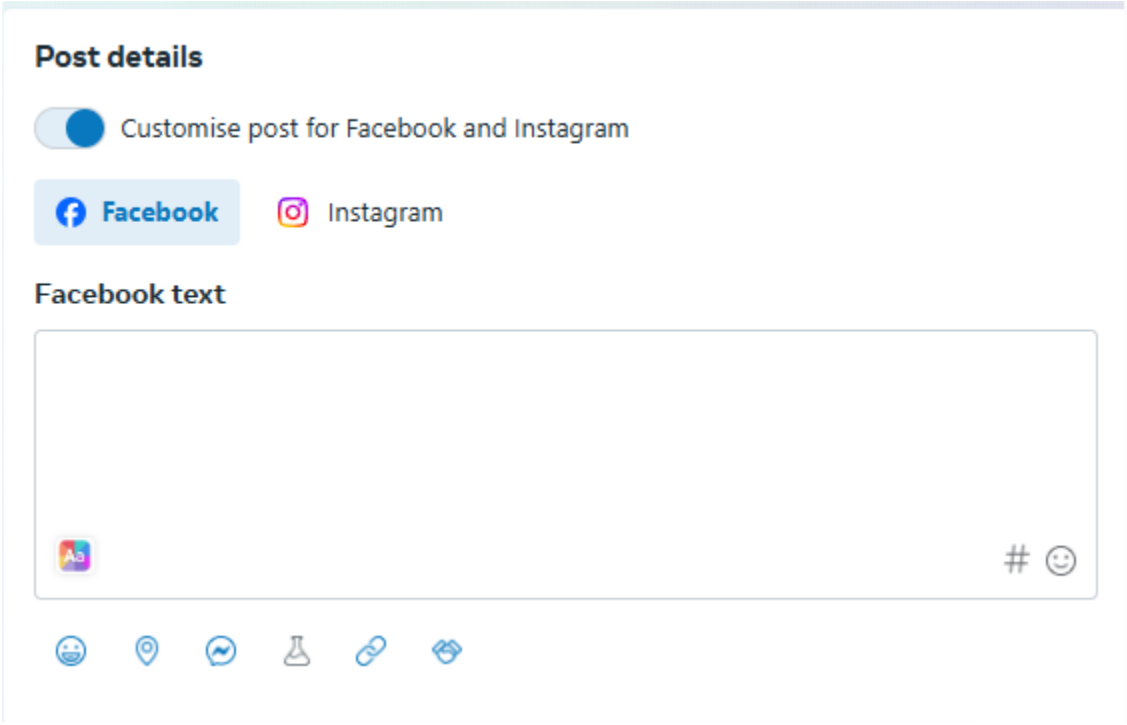

6. Click "Create Post". Then insert your information below.

   **By default, Meta Business Suite posts to Facebook and Instagram.**

If you wish to change this, scroll up on the page, and click the “Post to” dropdown. Select where you wish to post.




Under “Post Details”, click the “Customise Post for Facebook and Instagram” switch. Then click each platform to customise the post for that platform.




- Copy (Press CTRL and C) from where you wrote the source, and paste (Press CTRL and V) it here.

- If an image is provided, add this by dragging the image into the popup. Make sure “Facebook” is selected in the Post Details popup when adding the Facebook image, and Instagram for the Instagram image.
    - This will not appear if posting to only one of these platforms.
- Click the “Set date and time” switch under the “Scheduling options box, then select the date and time for both platforms. Change the date and time of the post to the time stated in the social media plan, or the next day if no date/time is assigned.
- Once you’re happy with the post, click the “Schedule” button at the bottom of the page. If it says “Post”, clicking it will cause whatever you write to appear on our page immediately.

Facebook Stories are another option.
These only last 24 hours after posting, making them suitable for short-term alerts, memes or anything that only needs to be shared for a short time. These, however, are only available on mobile versions of Facebook.

You can create these by going to the “Meta Business Suite” page, and clicking “Create Story”. Upload any images or videos, and post them.

### Checklist:

When you schedule your post, check to see if:

- ☐ You have an image or video (posts with these draw more readers).
- ☐ The image/video visually represents your content.
- ☐ The image/video has all relevant information.

- ☐ The post is clear and concise.
- ☐ The post gives readers a reason to read it.
- ☐ You have a call to action that encourages viewers to do something.
- ☐ Hashtags relate to your post, or to THRIVE.
- ☐ There are no spelling or grammar mistakes.

## Driving engagement on Facebook:

Success on Facebook depends on people liking your posts and following the THRIVE Project page. To get more likes and followers, aim to do the following:

- **Aim to post on weekdays, during the day:** Facebook users tend to favour posts made between 9am and 3pm on weekdays (not Saturday or Sunday).

- **Post once a day if you can:** Regular posts mean more engagement. However, do not post more than twice a day, or people will not have time to engage with your posts before the next one comes out.
- **Comment on others' posts. Respond to comments on your posts:** These drive engagement with your post, however if you find harmful or discriminatory comments, report them by clicking the … menu on the post/comment, and click "Report Post". More details are on this webpage.
- **Avoid engagement bait:** Do not ask for likes, shares or for people to interact with your posts. If your content connects to people, they will do that themselves.

You may also pay to promote posts to others on Facebook, however people will only click if they feel the content connects to them. This is not a shortcut to a successful channel.

# Instagram

- **What to post:** Anything (as long as it has an image / video)
- **Character limits:** 2200 characters
- **Picture sizes:** Up to 6 images (1080 x 1080 each)
- **Posts should be:** Light-hearted and to the point.
- **Post with:** Meta Business Suite. Ask #it-support Slack channel for access.

Our Instagram channel is **ThrivabilityMatters.**

Instagram is designed around showing images. Here, they are often more important than captions. Hence, **@graphics and @postmakers** *must work together* to make Instagram posts.

Unlike other sites, we can have multiple images in a post, so feel free to show information or tell a story over a series of images.

People on Instagram like more lighthearted posts, but they should also be to-the-point and factual. This is not only a place to advertise or publish our blogs, but it is also a place to inspire, support, and support other entities helping to create a sustainable world!

With this in mind, good content for Instagram includes:

- Inspirational quotes (we have a list of quotes here. Check to see if we've used a quote before posting it).
- Memes (You can create these here)
- Links to THRIVE Blogs (Look for blog posts and pull out the most important information, or use responses from this form).
- Discussion posts about issues or events.
- Shoutout posts (showing other organisations or individuals that promote sustainable practices and/or products)

- Sharing posts from other thrivability and sustainability organisations.
- Event promotion posts (see the ‘Social Media” section under this guide).
- Videos from our YouTube page.
- Occasional recruitment posts.

If you have any other ideas, discuss with the social media team through Slack before making the post. You may also place items in on our Pinterest board: https://pin.it/5QArlUh

## How should we post to Instagram?

We use Meta Business Suite to post to Instagram.
There are two types of posts, image posts, and Instagram Stories.

Most posts will be image posts.
Instagram Stories, in contrast, only last 24 hours after posting, making them suitable for short-term alerts, simple video streams, memes or any image/video that only needs to be shared for a short time.

We will break down how to make these below:

### Making an Image Post:

The steps are identical to the “How should we post to Facebook?” section.

### Checklist:

When you schedule your post, check to see if:

- ☐ You have at least one image.
- ☐ All images are at least 1080 x 1080 pixels in size (and are square).
- ☐ Images have the most important information in your post.

- ☐ Captions (if used) expand on information in images.
  You have a call to action that encourages viewers to do something.
- ☐ Hashtags relate to your post, or to THRIVE.

- ☐ There are no spelling or grammar mistakes.

### Making an Instagram Story:

Instagram Stories are temporary pictures and videos that only last 24 hours. After this, they disappear from Instagram. Therefore, do not use these for anything you wish to save.

Instead, use them for memes, event promotions, or any experimental image/video that you only want people to look at for a short time.

You can create these by going to the "Meta Business Suite" page, and clicking "Create Story". Upload any images or videos, and post them.

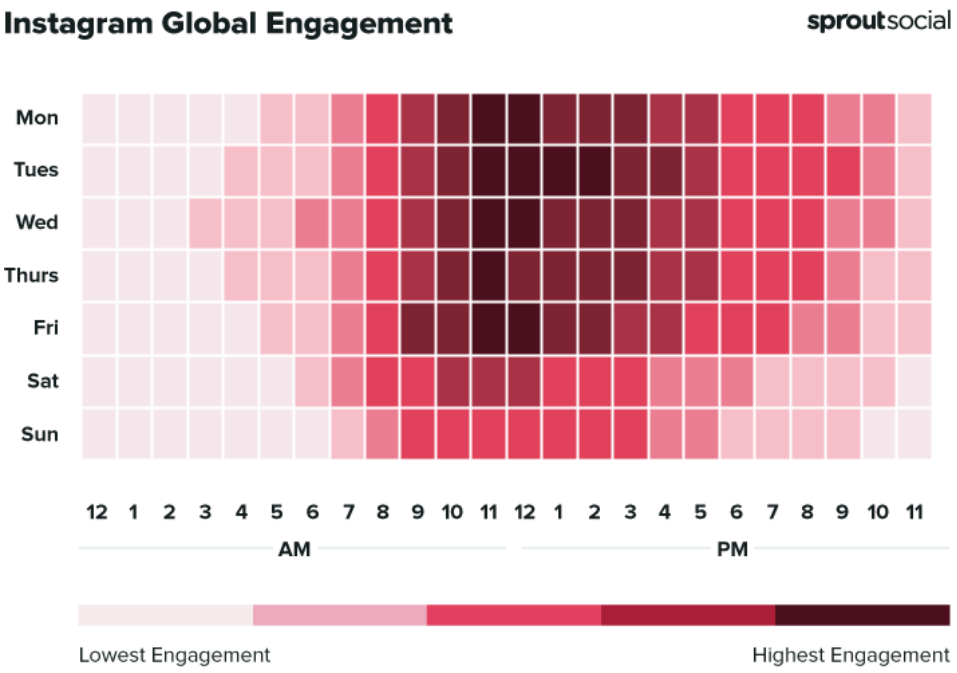
## Driving engagement on Instagram:

Success on Instagram depends on people liking your posts and following the THRIVE Project channel.

To get more likes and followers, aim to post consistently (unless you have time to post every day). For instance, try to schedule posts at 11am on Monday, Wednesday and Friday.
You can also drive engagement by liking and commenting on others' posts.

**You could also:**

- **Post during weekday afternoons:** These are the best times for viewer engagement on Instagram. Sprout Social created this image showing the best time to post (darker is better):




- **Post more often during special events:** People often seek information about events such as Earth Day and Conference of the Parties (COP) gatherings. If you can deliver this, they will engage with your channel.

You may also share new posts through your personal accounts by pressing the icon beneath each post.

# Twitter:

- **What to post:** Short text and image posts. Can post anything with TwitLonger.
- **Character limits:** 280 characters (standard post), N/A (TwitLonger).
- **Picture sizes:** 1200 x 627
- **Posts should:** Capture attention immediately.
- **Post with:** Post on site (to allow scheduling), Twitlonger (for longer posts).

Our Twitter channel is **thrivability_m**.

Twitter is designed around creating conversation on topics through hashtags and smaller posts, no longer than 280 characters. Hence, to gain engagement, you should aim to post bite-size pieces of lighthearted content. If you can, make this relate to trending content (visible in Home > Trending).

However, you can make longer posts with TwitLonger.

Twitter users tend to engage around hashtags; use ones like:
**#strive2thrive #THRIVEProject #ThrivabilityMatters** and any that relate to your topic. These include events and conferences such as #wef22 (World Economic Forum) and commemorative days such as #EarthDay.
These hashtags generate conversations around them.
You can also link your posts to existing trends with hashtags, if they are relevant to your posts. Be warned that these change rapidly (often weekly, sometimes more).

Twitter users tend to favour many smaller posts over a few large posts. While you can post 2-3 times per week, success is more likely to come from posting short posts (1-2 sentences), multiple times per day (think 2-5 times).

**If you wish to share longer posts:**

Try scattering the content over several posts. You can share multiple data points, inspiring quotes, and insightful analytic soundbites from a presentation or infographic by posting them one tweet at a time.

**Some examples include:**

- **Inspirational quotes** (we have a list of quotes here. Check to see if we've used a quote before posting it. Mark it off with the yellow highlighter tool when used).
- **Memes** (You can create these here).
- **Links to THRIVE Blogs** (and a short explanation of what they are).

- **News reports** or current events.
- **Asking questions** to your Twitter followers through Twitter Polls. Instructions on doing this are available on this webpage.
  You can do much with these. Some examples are available here.
- **Sharing posts from other thrivability and sustainability organisations:** You can do this with any Twitter post by pressing the "Retweet" button under them.
- **Event promotion posts** (see the 'Social Media" section in this guide).

If you have any other ideas, discuss with the social media team through Slack before making the post.

## How should we post to Twitter?

We post directly on the THRIVE Project Twitter page. We use TwitLonger for posts over 280 characters.

There are two types of posts, standard tweets and TwitLonger posts.

| Standard posts: | Twitlonger posts: |
|---|---|
| • Are limited to 280 characters.<br>• Can be scheduled.<br>• Can have images. | • Can be as long as you want.<br>• Do not allow images or scheduling |

We will break down how to make these below:

### Making a Standard Tweet:

1. Check this Google Sheet to see what posts are planned for this week. If assigned to an existing post, skip to Step #3.
2. If not assigned to a post (and there are less than 3 posts this week) pick a time that has no posts. Consider what to place here from the list in the top of the Twitter section.
   Do not post the same type of content 2 or more times in a row.
3. With only 280 characters, you will need to keep it short.
   Write down the most important point, and add a link if needed. 280 characters is worth around 3-5 sentences.

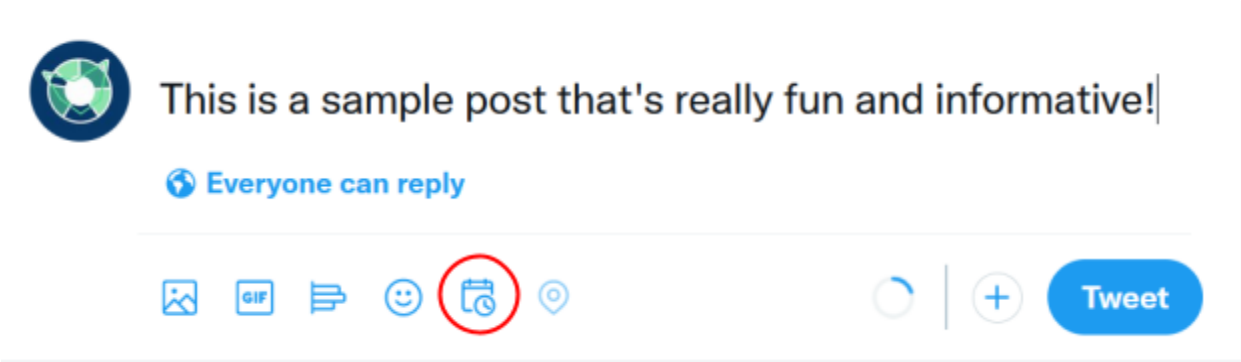
   Use Canva to create a graphic of your content.

   You may use the LinkedIn Image Size Template (or images created for LinkedIn posts), or create an image that is 1200 x 628 pixels in size. After this, follow the Canva Guidelines here.

Show the most important part of the content here, this changes depending on your content:

- **Inspirational quotes:** Show the quote and who said it.
- **Memes:** Show the meme.
- **Links to THRIVE Blogs / Videos / Anything else of interest:** Show 2-3 important points, and a link to the post.
- **Discussion/tip posts**: Show the issue/event/tip you are discussing.
- **Shoutout posts:** Show what the other organisation/individual is doing.
- **Event promotion posts:** Photos and names of speakers (if any), name of event, event theme (if there is one), date and time of event, how to register, and a call to action encouraging people to do so.

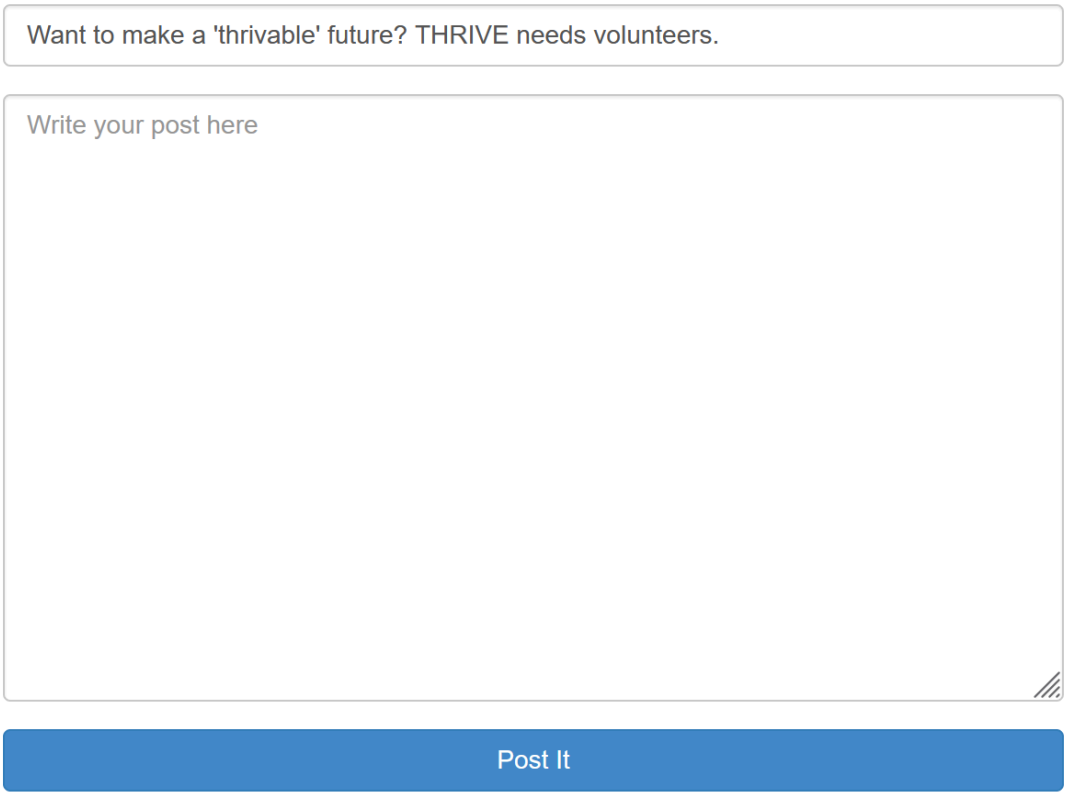
4. You may schedule you post by clicking the calendar icon below.
   Click it and pick a date and time from the popup.



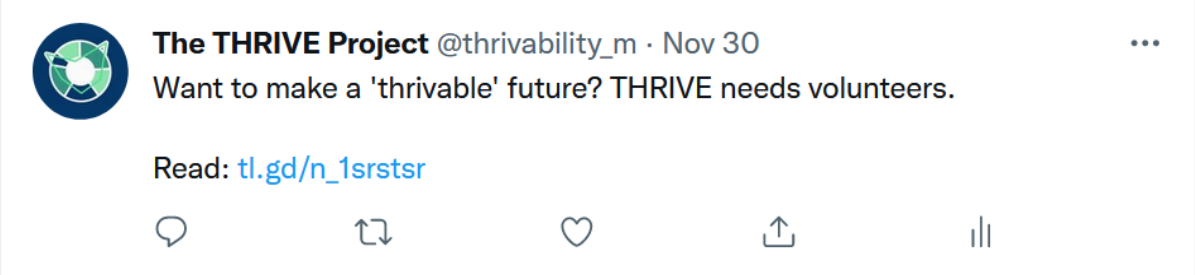

## Making a TwitLonger Post:

Firstly, follow steps 1 and 2 of “Making a Standard Post” above, then:

1. Open up TwitLonger and write your post.




2. In the title section, write a short summary of the content. What you write here will be the first thing that people see on Twitter (users will need to click the link to access the rest of the content).




## Checklist:

When you schedule your post, check to see if:

- ☐ All images are 1200 x 628 pixels in size (or use the LinkedIn size template, which is almost identical).
- ☐ Images have the most important information in your post.
- ☐ Captions (if used) are short and concise.
- ☐ Hashtags (if used) relate to your post, or to THRIVE.

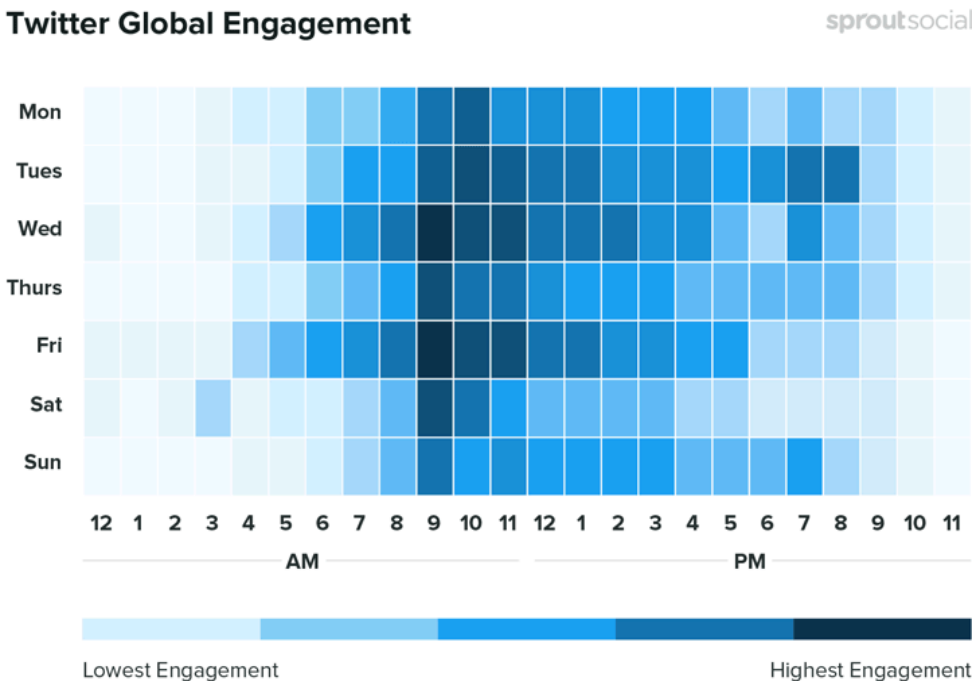
- [ ] There are no spelling or grammar mistakes.

## Driving engagement on Twitter:

Success on Twitter depends on gathering followers through a large number of small posts. While you can do 2-3 posts per week, success comes from creating many short posts over a few longer ones.

Twitter posts tend to only be visible for a few hours at most, hence aim to post at least 2-5 times per day.

These should be short, and spread throughout the day.




**You could also:**

- **Like, comment and retweet (share) other posts:** If you engage with others, they will be more likely to engage with you.
- **Regularly engage commenters with replies, retweets and tags:** Doing this immediately (or as soon as possible) drives engagement. Faster is better.
- **Share your knowledge:** If you know a lot about a field, then you should be using this platform to educate.
- **Join in conversations:** Comment on tweets with other professionals or just curious tweeters.

- **Identify followers** within your network and engage with them.
- **Draw in followers** outside of Twitter by promoting the Twitter at events or other social media sites when appropriate.

# Reddit

- **What to post:** Posts and articles that start discussion, or lighthearted memes.
- **Character limits:** N/A (standard posts), 300 characters (image posts)
- **Picture sizes: Cannot post pictures** (unless an image-only post).
- **Posts should:** Motivate discussion.
- **Post with:** Post on site.

We have a subreddit (Reddit channel) called **r/thrivability**.

## What should we post here?

Reddit, unlike our other channels, is designed for people to discuss and gather existing content. This is not a place to produce content or gather followers. Instead, consider it a place to communicate openly with other people who are interested in sustainability and thrivability.

This also means that, unlike our other social media presences, there is no need to specifically create content for Reddit. However, you do need to moderate users to prevent discrimination, bullying or other harmful behaviour.

There should be a set of rules in a column to the right of Subreddit posts. If not (or if there are any missing), the Reddit Moderator should create some. Ask for them in the #social-media Slack channel.

Though we have a user account, u/ThriveProjectEarth, they exist mainly to moderate the community. They can share content from other platforms, but only within the subreddit.

Therefore, the most successful Reddit users motivate others to post and interact within their subreddits. Anyone in the subreddit is welcome to share things they've found online. It doesn't have to be serious - Reddit users love memes - but it should always be relevant.

This means you should create posts that *promote communication* instead of promoting events or articles. How might we do this? **Some examples include:**

- Questions and opinion posts.
- News reports or current events.
- Discussion posts about articles (encourage people to talk about it, not visit it alone).
- Memes or images.

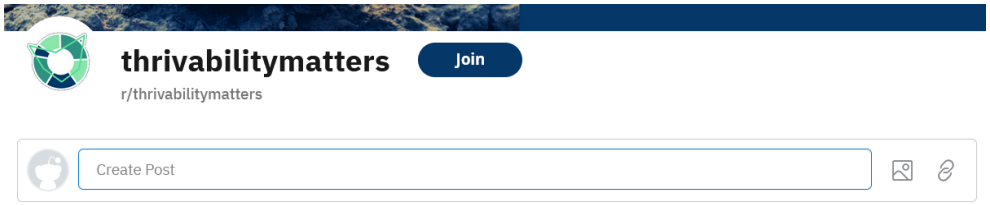
- Stories about sustainability or thrivability.
- Anything else that encourages a response from others.

The following guidelines will cover ways to promote and grow this community, as well as how to moderate the content that other people post within it.

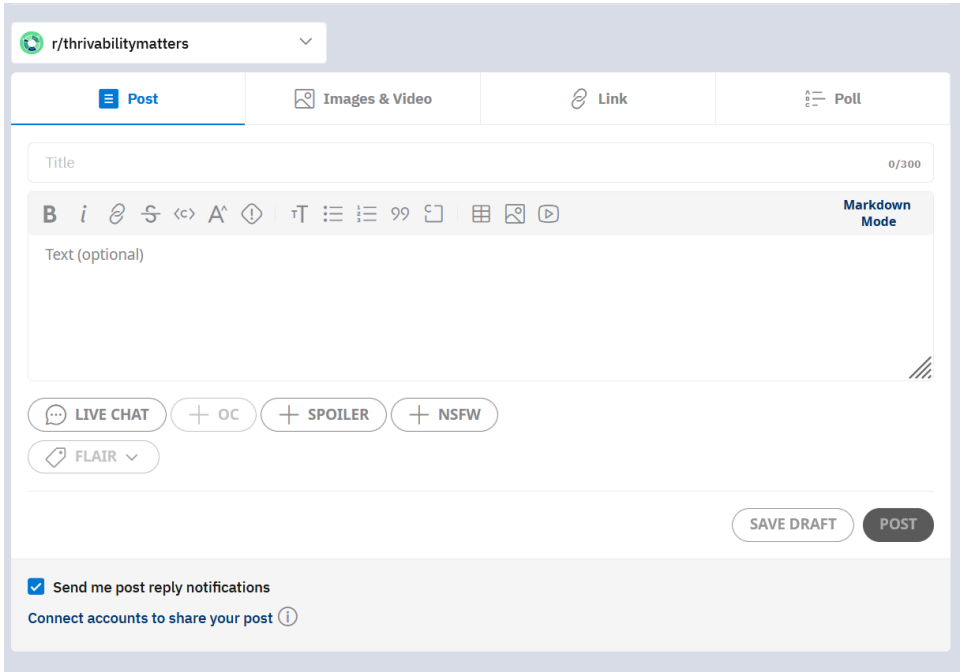
## How should we post to Reddit?

Reddit favours subreddits with much content, especially from multiple users. Therefore, content should start discussion. Also, hashtags are not useful here. Instead, if you wish to tag your posts, click the “Flair” icon and select from the available options (if applicable).
To make a post:

1. Navigate to the r/ThrivabilityMatters subreddit, and click the “Create Post” box:




2. This should appear on your screen:




3. Add the content below. Note that you cannot add images to a text post. Therefore, all information must be in the text.
    - **All posts need catchy and/or clever titles**; these are what draw people to your post. If you are stuck, you can find some hints on how to write better Reddit titles on this page.

- Text posts should be in-depth, unique, well-written, helpful, and have a call to action that guides Reddit users.

If you wish to add an image, click the “Images & Video” tab. These have no text, except for a 1-2 sentence title.

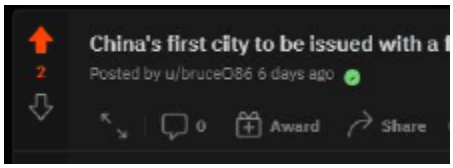
### Checklist:

When you schedule your post, check to see if:

- ☐ The post has a call to action encouraging people to discuss the topic or add to the Subreddit with their own examples (unless another call to action is more suitable).
- ☐ Hashtags are not used. Reddit does not use hashtags to connect posts together.
- ☐ There are no spelling or grammar mistakes.

## Driving engagement on Reddit:

Unlike other channels, success is measured through karma.
Every post can be upvoted (meaning someone likes your post). Each upvote gives 1 karma point. This means that people find your post valuable.






The more upvotes your posts have, the better.

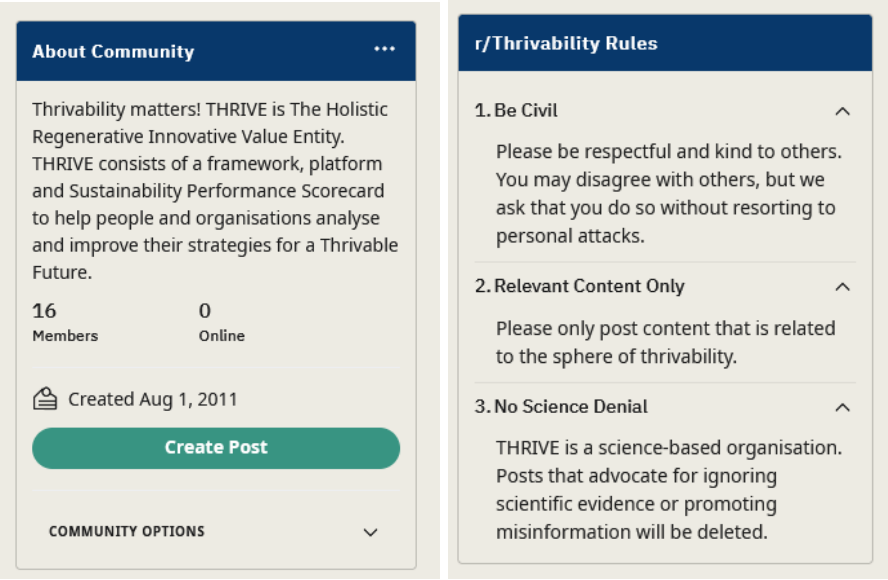


However, be warned that posts can be downvoted.
This takes away karma points.

More karma and more upvotes means more people like your posts. This means we have a bigger audience.

**To drive engagement:**

- **Post in the morning when possible:** Studies have found that Saturday, Sunday and Monday mornings are the best time to make new posts. Failing this, any morning should be acceptable.
- **Share content regularly:** Unless others share much content on the Subreddit, you will have to post regularly for people to engage with your page. Give users posts and/or topics to talk about.
- **Make sure the sidebar information is clear and concise:** The sidebar explains what our page is about, and displays the rules people should follow to make sure people behave.




**Other good ways to drive engagement with Reddit users are to:**

- Upvote and comment on others' posts.
- Spend time in other Subreddits and socialise with fellow Redditors.
- Reply to any comments on your posts.
- Provide something of value when you comment, such as relevant information, an observation that creates more discussion, or even a joke if the situation calls for it.
- Participate in the community's discussions.
- Comment, upvote, downvote, and engage in discussions with other Reddit users.
- Avoid posting incorrect or misleading information.

# YouTube:

- **What to post:** Videos and live streams.
- **Character limits:** N/A
- **Picture sizes:** Thumbnail: 1920 x 1080.
- **Video sizes:** 1280 x 720 or 1920 x 1080.
- **Posts should:** Be videos. Informative and/or entertaining.
- **Post with:** Post on site.

Our YouTube channel is **Thrivability Matters**.

YouTube is a video sharing site. In contrast to the other channels, people mainly visit YouTube to watch videos. Therefore, non-video content will have limited effectiveness here.
To be effective, you will need to edit videos so that they look clean and professional.

Some examples of video content you could place here are:

- Explanation videos.
- Video infographics.
- Webinar recordings.
- Video podcasts.
- Live streams.

If you have any other ideas, discuss with the multimedia team through Slack before making the video.

## How should we post to YouTube?

We post directly on the THRIVE YouTube page. To edit and upload videos, do the following:

### Editing a video:

Our Video Editing Guide (in this link) has more detailed instructions.

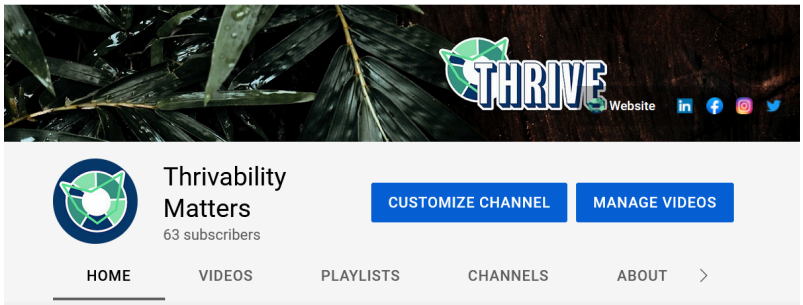
1. **#multimedia Slack channel team** will create a video and ask someone from #social-media (or #multimedia) to edit and upload it to YouTube.
2. Download the video and insert it into your chosen video editing program (We recommend Adobe Premiere Pro), but any program that supports *multiple video and audio channels* will work.
3. Edit down the video to an appropriate length, removing footage from the start and end where nothing happens. Cut out any awkward pauses or spaces where nothing happens. Optimise the sound and video quality as needed.

- You may add royalty-free (not copyrighted) background music if desired. Good sites for this include incompetech.com and bensound.com.

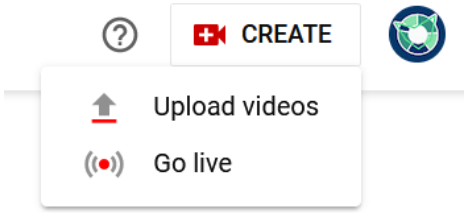
4. Go to this Google Drive folder to find intro and outro files for videos..
   Add the “IntroLogoOnly.mp4” file to the start of your video. Add the “OutroYouTube.mp4” file to the end of your video. Add transitions between the intro, outro and edited video. Add transitions to the video as needed.

## Uploading a video:

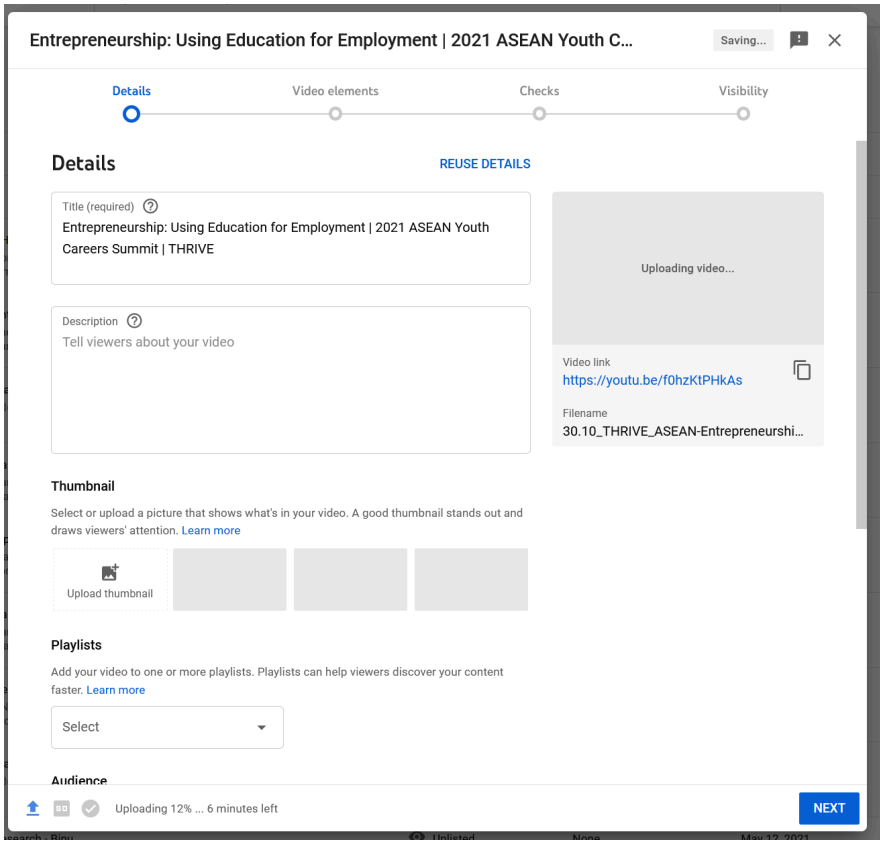
1. Navigate to the **Thrivability Matters** YouTube channel.
2. Click “Manage Videos” on the right of the screen.




3. Click the “Create” button on the top-right of the webpage, and select “Upload Video” in the menu.




4. Drag the edited video file onto the screen.
5. You should see a menu just like this:




6. You will need the following details:
    - **Title:** A short, descriptive phrase that sums up the content. We place | THRIVE afterwards to show it is a THRIVE video, like so:
        - Name of Video | THRIVE
    - **Description: Type a 2-3 paragraph description and show it to the #multimedia channel with the video.**
      This should:
        - Explain what the video is, and what it's about. Explain what the topic is about if needed (i.e, THRIVE Talks is a podcast series…)
        - Explain how it relates to THRIVE and its mission to promote a thrivable future.
        - Go into detail about any guests, who they are and why they have been brought to speak (if any).
        - Encourage people to visit our social media links, and provide links. For instance:

          *If you are interested in learning more about THRIVE, follow us on social media:*

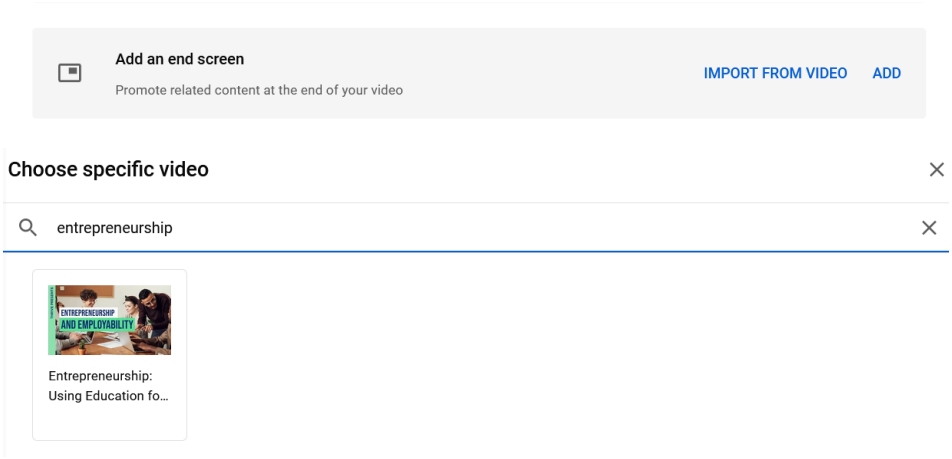
          *Facebook: https://www.facebook.com/thrivabilitymatters*
          *LinkedIn: https://www.linkedin.com/company/thrivabilitymatters*

*Twitter: https://twitter.com/thrivability_m*
*Instagram: https://www.instagram.com/thrivabilitymatters*
*Reddit: https://www.reddit.com/r/Thrivability/*

*Or you can visit our website here: https://thrivabilitymatters.org/*

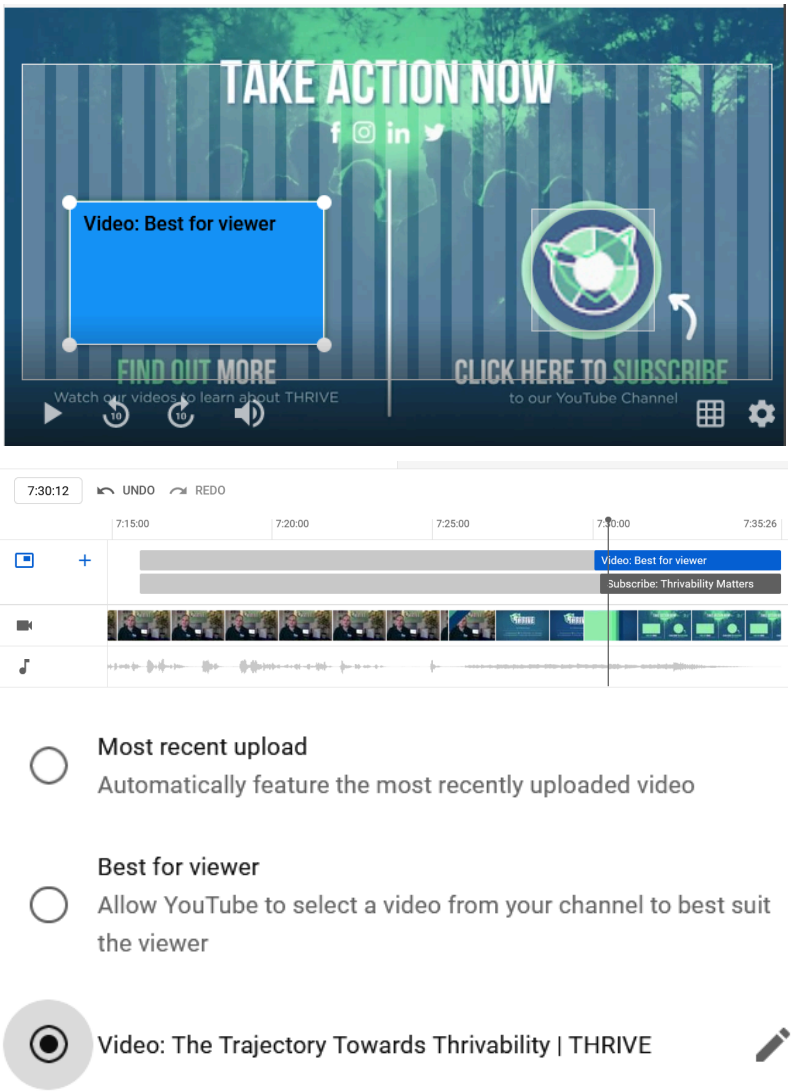
- **Thumbnail:** Create a 1920 x 1080 pixel sized graphic in your desired editing program. We recommend Adobe Illustrator, and have a template in this folder.
    - Copy this and replace “NameOfVideo” with the name of the video. Replace placeholder text and image with something that relates to your video.
    - You can find suitable images from stock image sites such as pexels.com or pixabay.com.
    - If you don’t have Adobe Illustrator installed on your computer, you may use the Canva template here.
    - If you lack access, ask the #social-media team on the THRIVE Slack.
- **Playlists:** Add this to appropriate playlists. More is better, but make sure the content fits within it, i.e, Don’t place climate change videos in “Start-up Success” unless they are also about start-ups.
- **Audience:** Pick “No, it’s not made for kids.” Selecting the other option will cause the video to be shown mainly to children.

7. Once these are done, click “Next” in the bottom right of the pop-up.
   Now, click “Import From Video” under “Add an End Screen” in the “Video Elements” menu.




Type “entrepreneurship” in the search bar. Click the video that appears (This, and any future videos that appear here use our *current end card*- older videos do not).

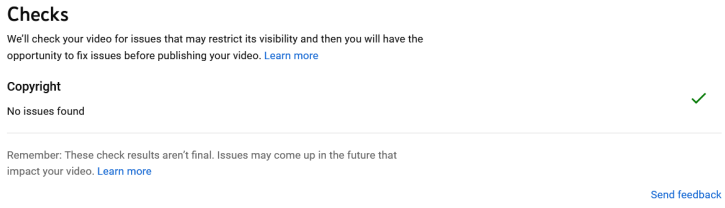
8. Keep the end card settings and positions the same. Drag the timeline at the bottom so they only appear when the end card is on screen, like so:



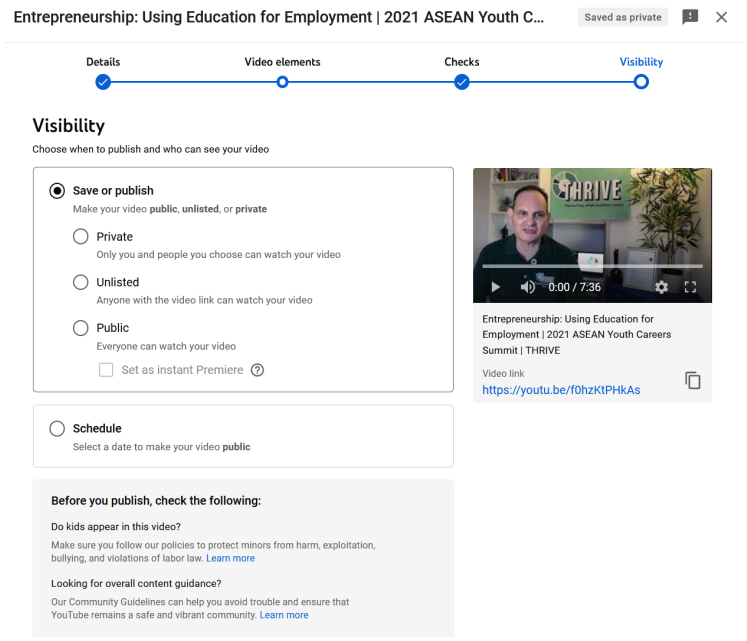

After this, click the pencil icon under the bottom menu option, and select a video that relates to your current video. The end card will direct people to that video at the end of this one.

You may also click “Best for Viewer” to automate this process.

9. Click “Next” again. This section tells you of any copyright claims. There should be none, as long as you use stock images and royalty-free music (such as from the suggested sites above). If there is, this will tell you what needs to be replaced.



10. Schedule the video to appear at the agreed time. If there is none, set it to be a public video (unless it is an internal THRIVE video, which should be set to Unlisted).




11. Break out the popcorn. You are finished…

## Driving engagement on YouTube:

Successful YouTube channels encourage people to click on, and watch your videos for as long as possible.

YouTube uses an algorithm to find videos that engage audiences; if you can understand this, it should help your video be seen by those who are interested in your content (therefore, more likes and subscribers). Information about this, and ways you can optimise your videos can be seen on this website.

# Collecting Analytics Data

Analytics help inform how well our social media channels are doing. Collect data on follower counts and post impressions to make future content better for our audiences.

You can collect this data from the following sites:

**Facebook:** https://www.facebook.com/ThrivabilityMatters/insights/?section=navFollowers
**Twitter:** https://analytics.twitter.com/user/Thrivability_m/home
**Instagram:** https://business.facebook.com/creatorstudio/?tab=instagram_content_posts (after logging in)

**LinkedIn:**

- **The THRIVE Project:** https://www.linkedin.com/company/54347115/admin/analytics/visitors/

Copy the data and place it on this Google Sheet. You can use this to display data over time, and track any changes.

# Links:

## Social Media Posts:

- Content Calendar: https://docs.google.com/spreadsheets/d/1aETGv7_gX4mBpgHUhg5PHsNPC2XOFUoRgw9YaoWvrSY/edit#gid=136476514
- Search for THRIVE Blog posts here: https://thrivabilitymatters.org/blog/
- Content Creation Form Responses: https://docs.google.com/spreadsheets/u/1/d/1dKGz9N71kncULpIllmn4Z4WaIv0nBZWGc4dj6dWTduo/edit?ouid=109567647031973755121&usp=sheets_home&ths=true
- List of Quotes to use for Social Media Posts: https://docs.google.com/document/d/1xVWl5AFGcp6AQCUIcCPYxdJwX2abRiqJ0Mc0_BYeZuY/edit
- Other channels we can share content from: https://docs.google.com/spreadsheets/d/1gqz8bUNhmyEBw3B0ZU-P_TCIPZPPJrVYzsQNxr3dDNA/edit#gid=1464760533

  **Lists of commemorative days:**

- UN Issue Days: https://www.un.org/en/observances/list-days-weeks